

RONNIE BARNETT

Digital Content Producer | Creative Operations Lead | Marketing Strategist

Digital content producer and marketing strategist with a background in video production, branded content, and animation, with hands-on experience across B2B, B2C, and entertainment. Skilled at connecting creative vision to measurable outcomes using structured content systems, SEO, and analytics to drive engagement and growth. Certified in Google Digital Marketing & E-Commerce, with a strong foundation in UX-informed design thinking, performance tracking, and scalable content pipelines all driven by a collaborative, data-informed approach.

PROFESSIONAL EXPERIENCE

Co-Founder, Creative Operations & Marketing

Labyrinth Visual LLC | Glen Ellyn, IL | March 2021 – Present

- **Revamped company website** during Q4 downtime, **doubling traffic in under 3 months** through UX improvements and content strategy.
- **Launched multi-platform organic campaigns** across social and video, driving engagement and contributing to site growth; top-performing post earned **2,100+ impressions in under a week**.
- **Produced branded video content** that generated **10K+ YouTube views, 30+ hours of watch time**, and a **5.95% click-through rate**—exceeding platform benchmarks.
- **Created and managed scalable marketing systems** and content pipelines across branded visuals, copy, and email—enabling the team to sustain growth post-handoff.
- **Integrated Google Analytics, Microsoft Clarity, and A/B testing** to analyze behavior, improve contact funnel performance, and optimize user experience.
- **Directed and produced original animated IP Teaser (*Chick-a-Pella*)**, resulting in episodic development and expanded team of artists.
- **Oversaw scheduling, logistics, and deliverables** for 10+ concurrent projects, including **equity-based contract negotiations** that doubled production capacity with a lean, remote team.

Media & Project Specialist

Freelance | Glen Ellyn, IL | October 2018 – March 2021

- **Produced 100+ branded video segments** for corporate, nonprofit, and small business clients.
- **Directed 50+ videos** for Ginger Creek Church, **driving a 300% increase in YouTube subscribers**.
- **Created 200+ motion graphic assets** for national broadcast and launch of WGN's NewsNation.
- Delivered previs **editing and animation for *Candyman* (2021)**, a **\$77.4M box office success**.
- Co-created *Beer Bellies*, a beer review channel with **101 videos, 6K+ views, and 1.7K Instagram followers in under 6 months**.

Board President (Volunteer)

Veterans Outreach of Illinois | Aurora, Illinois | October 2021 – July 2024

- Directed board strategy, overseeing governance, fundraising, and compliance.
- Managed partnerships and volunteers to support veteran outreach programs.
- **Led digital campaigns and media planning**, increasing engagement across channels.

Adjunct Professor - Digital Media

Waubesa Community College | Sugar Grove, IL | January 2019 – December 2019

- Designed and taught project-based curriculum in 2D/3D animation and studio



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CORE COMPETENCIES

Video & Animation Production

Project Coordination &
Workflow Management

CMS & Web Management

Technical Troubleshooting &
Problem-Solving

Budgeting, Logistics & Financial
Oversight

Remote Team Collaboration &
Digital Tools

Process Development &
Systems Thinking

Cross-Functional Team
Leadership

Client & Vendor Relations
Written, Verbal & Public
Communication

UX-Informed Design Thinking

Digital Storytelling, Copywriting
& Content Optimization

Content Strategy & SEO
Campaign Planning & Execution

Social Media Management

A/B Testing & Performance
Analytics

TOOLS & PLATFORMS

Data & Analytics

Google Analytics, Google Sheets,
Google Tag Manager, LinkedIn,
Meta, Microsoft Clarity,
Microsoft Excel, TikTok, Wix, X
(Twitter), YouTube

SaaS & Collaboration

Google Workspace, Slack, Trello,
Asana, Jira, Monday.com,
Frame.io, HubSpot

CMS & Web Management

Webflow, Wix, WordPress

Creative Software

After Effects, Aero, Dimensions,
Illustrator, Neo, Photoshop,
Premiere Pro
Autodesk: 3ds Max, Maya

pipelines.

- Mentored students in industry-standard tools and creative problem-solving for production workflows.

Visual Effects Supervisor

Digital Hydra | Chicago, IL | November 2016 – September 2018

- **Supervised 9+ VFX projects**, managing feedback cycles, deadlines, and delivery.
- **Led a 12-person team**, improving pipeline efficiency and on-time execution.
- Served as Previs Supervisor on *Revival*, later adapted into a SyFy original series.

Canva, Figma

Audio Production

Studio One – PreSonus,
ProTools

EDUCATION

DePaul University

B.S. in Digital Cinema
Production

CERTIFICATES

Google

Digital Marketing &
E-Commerce (Full Program)

General Assembly

UX Design Certification